



Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



A telecom company increased revenue (ARPU) by identifying and engaging with 'good' / 'moderate' customers through new customer segmentation

Objectives

How can new acquisitions' quality be analyzed and hence addressed, if needed, ASAP

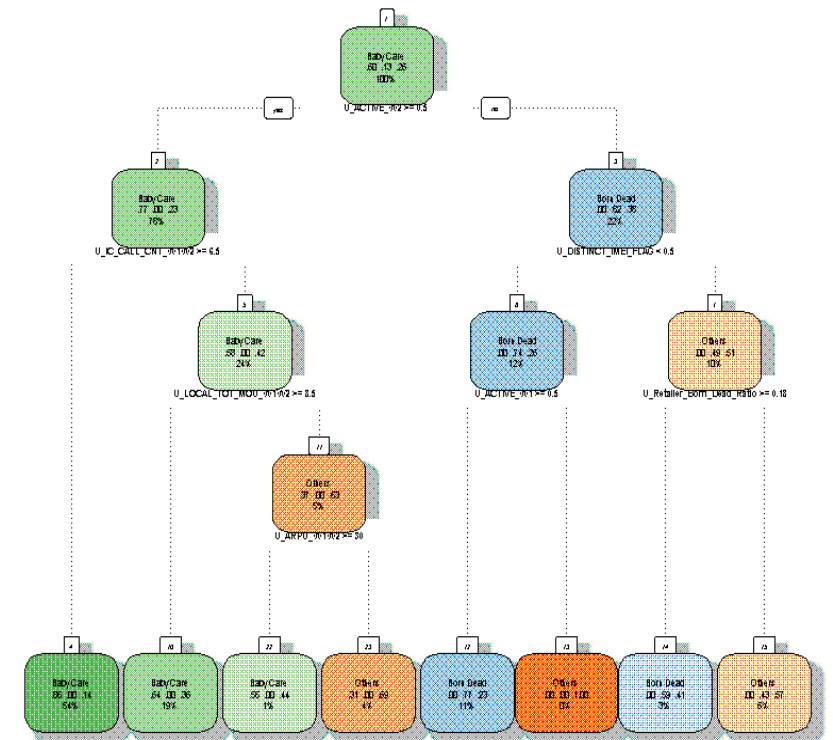
Impact

- Assisted client in identifying the subscribers quality of gross additions and engage good/ moderate customers to improve ARPU
- Predicted 75% of the good customers with 65% accuracy

Our Approach

- Used first 2 week's data of new acquisitions to segment them by month end
- Prepared decision trees to predict:
 - Born dead customers/ drawer sales:** Those who show no activity post activation
 - Gone dead:** Subscribers whose usage fizzles out within a month
 - Baby care:** persistent subscriber
- Assisted client in implementing the algorithm in the BI system for quick action to improve engagement for new subscriber acquisitions

Decision Tree



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